

PROMOTE WYOMING COMMISSION
February 11, 2020
Meeting Minutes

The Promote Wyoming commission met on Tuesday, February 11 at 7:00 pm in the Conference Room in the City Building.

Attendance was as follows: Members present: Jeb Brack, Ron Callahan, Marjorie Carleton, Jeff LeRoy, Sue Lewis, Liz McLean, Val Prevish, and Deb Stonehill.

Staff members present: none

Others present: none

Call to Order

Deb Stonehill: Chairperson

Approval of Minutes

The January 14, 2020 minutes were approved as written. Motion by Ms. Prevish, second by Mr. Brack.

Citizen participation: none

Business (committee chairs identified in bold):

Report from the Communication Committee (Ron, Jeb, **Val**): Ms. Prevish reviewed the upcoming stories to be posted on What's Up Wyoming in February: the Citizens of the Year honorees; the new smoke detector program, the upcoming public input sessions on the Village Green Pavilion; a feature about the new physical therapist for seniors; and a featured author series at Book Blvd. The commission agreed it is important to also post an update on the Springfield Pike construction, to preview the upcoming completion and to get ahead of rumors. New stories that are in process and targeted for March: the Old Stayers Club, the plaque at the Fine Arts Center, a feature about the all-women firefighter crew, and the return of the youth football program.

Mr. Callahan reported that the January 2020 numbers for WUW were good: with 3,800 visitors (the best month since Sept 2019) and 828 followers.

Report from the Photo Committee (**Jason**, Debi, Margie, Ron): Ms. Carleton reviewed Mr. Miller's list of recent photography: the Bourbon & Blues event, the Village Green kick-off event, and the Daddy Daughter Dance. Photos planned for February/March include the Madcap Puppet show on [Feb 23](#); the WYS Pancake Breakfast on [Mar 14](#); the all-women firefighter crew; and a posed photo of a firefighter inspecting a senior resident's smoke detector.

Report from the Annual Report Committee (Margie, Sue, Deb, Val, Brenda): Ms. Carleton stated that the report has been sent to the City for final approval before being sent to the printer. Ms. Stonehill praised the special tear-out panel promoting Wyoming's 11 food businesses as a valuable resource for residents and nonresidents. She noted that featuring Wyoming's restaurants addresses a Master Plan goal to provide more community-based restaurants and entertainment.

Master Plan Implementation Spreadsheet (Lynn, Deb) Ms. Stonehill thanked Ms. Lewis for her thorough review of the spreadsheet, and recommended that the commission focus on some of the identified goals each month. She acknowledged that as some of the current commission projects are completed, the commission can add new projects based on objectives and strategies identified in the Master Plan. Monthly discussions will help the commission identify and prioritize potential projects. At this meeting, the commission concluded discussions on two areas identified as PWC opportunities in the Master Plan. Communication will be the focus at the March meeting:

Master Plan Governance and Fiscal Health: Objective 1/strategy D - the commission agreed we are achieving the targeted strategy of educating the community about City services/revenue sources and spending via the annual report, WUW, and the activities calendar card.

Master Plan Governance and Fiscal Health: Objective 2/strategy B2 – commission members will continue to monitor services in peer communities to identify potential PWC ideas/projects that address interests requested by Wyoming residents and businesses. The PWC has been doing this already, as evidenced by the development of WUW (What's Up Wyoming) based on a northern Ohio peer community's efforts, as well as development of the restaurant card which was, in part, based on a Sharonville initiative.

Master Plan Governance and Fiscal Health: Objective 5 – At the March meeting, the commission will discuss communication objectives and strategies to continue improving City information-sharing with various sectors of the community. Ideas to be discussed in March include how to utilize NextDoor effectively (likely as part of a marketing plan to promote WUW), and a possible direct mail postcard to raise WUW and NIXLE awareness. It was agreed that the commission will develop an overall marketing plan as a group, and subcommittees will then be set up for implementing elements of the plan.

Miscellaneous:

New Resident Welcome Packet: Ms. Lewis offered to help assemble packets as needed.

Calendar Card: (Brenda) Ms. Grannan will provide an update on the 2020-2021 calendar card at a future meeting.

City Building Lobby Display: (Margie) The final metallic photo prints will be ordered after a mockup of an additional panel with the City logo is presented and approved at a future meeting.

EDC Report: Mr. Brack shared updates on plans to develop various Wyoming properties. The City is seeking tenants for retail and office space at 432 Springfield Pike, after the sole proposal submitted in answer to the RFP was rejected. Plans to tear down the former UC Physician's office at 305 Crescent Avenue and construct single-family homes are still in discussion. New in-fill homes will be built on lots on Crescent Avenue, Oak Avenue, and Van Roberts Place.

Adjourn

The meeting adjourned at 8:10 pm.

Respectfully submitted,
Marjorie Carleton
Promote Wyoming Commission